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Transmittal Cover Sheet

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To:	Fax No:	Company:	Phone No.:
Namrata Boveja	571-273-8105	USPTO	

Serial No. 10/789,869

File No.: 085804-700500

Re: Interview Request

Date: October 18, 2010

No. Pages: Including Cover Sheet **23**

<u>If you do not receive all pages properly, please call the sender.</u>

Notes:

Please see attached.

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Doc Code: M865 or FALREQ.INTV

Applicant Initiated Interview Request Form

Application No.: 10/789,869   First Named Applicant: Steven Sauders

Examiner: Namrata Boveja   Art Unit: 3622   Status of Application: RCE filed on 6/16/10

Tentative Participants:
(1) James J. DeCarlo   (2) Andy Chen

(3) John Chen   (4) Namrata Boveja - Fax # 571.273.8105

Proposed Date of Interview: October 28, 2010   Proposed Time: 9:00 AM   (AM/PM)

Type of Interview Requested:
(1) [ ] Telephonic   (2) [✓] Personal   (3) [ ] Video Conference

Exhibit To Be Shown or Demonstrated: [ ] YES   [ ] NO
If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1)_____	_____	_____	[ ]	[ ]	[ ]
(2)_____	_____	_____	[ ]	[ ]	[ ]
(3)_____	_____	_____	[ ]	[ ]	[ ]
(4)_____	_____	_____	[ ]	[ ]	[ ]

[ ] Continuation Sheet Attached   [✓] Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented: Applicant intends to discuss the response to Office Action attached

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/jjdecarlo/

Applicant/Applicant's Representative Signature   Examiner/SPE Signature

James J. DeCarlo

Typed/Printed Name of Applicant or Representative

36,120

Registration Number, if applicable

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:	10/789,869	**Group Art Unit:**	3622
Applicant(s):	Steven K. Sauders, et al.	**Examiner:**	Namrata Boveja
Filing Date:	February 26, 2004	**Docket No.:**	085804.700500

Title: METHOD AND SYSTEM FOR GENERATING RECOMMENDATIONS

Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on August 18, 2010.

_____
Name: Shoba Jaglal

AMENDMENT WITH RCE

Date: August 18, 2010

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action dated May 20, 2010. Please amend the application as follows.

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1.   (Currently Amended) A method ~~for generating recommendations over a computer network,~~ comprising:

collecting, by at least one computer, user events of a first and a second user across a plurality of different application domains in a database, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one of the different application domains generating the user event, and wherein the event parameters are automatically updated;

receiving, by at least one computer, a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality;

analyzing, by at least one computer, the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two of the different application domains of the plurality ~~of domains~~; and

generating, by at least one computer, the recommendations in response to the triggering event in accordance with the application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database.

2.   (Currently Amended) The method of claim 1, wherein collecting user events comprises:
receiving a user event from the plurality of different application domains;
validating the user event parameters in accordance with a predetermined set of rules;
if the user event fails to meet one of the predetermined set of rules, rejecting the user

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event; and

if the user event meets the predetermined set of rules, storing the user event in the

database.

3.   (Original) The method of claim 2, wherein validating a particular user event parameter

comprises:

if the particular user event parameter exists in the database, continue validating another

user event parameter until all user event parameters are validated; and

if the particular user event parameter does not exist in the database, checking whether a

predefined dynamic updating configuration corresponding to the particular user

event parameter is enabled;

if the dynamic updating configuration corresponding to the particular user event

parameter is enabled, adding the particular user event parameter to the database;

and

if the dynamic updating configuration corresponding to the particular user event

parameter is not enabled, rejecting the user event.

4.   (Currently Amended) The method of claim 2, wherein validating the user event

parameters comprises:

validating the user event application domain;

validating the user event type;

validating the user event value;

validating the user event item; and

validating the user identifier.

5.   (Previously Presented) The method of claim 1, wherein analyzing the user events

comprises:

applying a collaborative filter on the user events to compute correlation values between

the user events; and

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storing the correlation values in a similarity database.

6.   (Currently Amended) The method of claim 1 further comprising:

receiving, by the at least one computer, a request for recommending similar items; and

generating, by the at least one computer, recommendations of similar items in accordance

with the at least one correlation between the at least two user events in the

database.

7.   (Currently Amended) The method of claim 6 further comprising generating, by the at

least one computer, recommendations of similar items in accordance with a priority

scheme.

8.   (Currently Amended) The method of claim 6, wherein generating recommendations of

similar items comprises:

validating the request, wherein the request includes a set of predefined parameters, the set

of predefined parameters including a source domain parameter indicating which

of the plurality of different application domains to select recommendations;

if the source domain[[s]] parameter indicates that the recommendations are to be selected

from fewer than all of the plurality of application domains are specified,

generating a first list of recommendations in accordance with the at least one of

the plurality of different application source domains specified by the source

domain parameter; and

if the source domain[[s]] parameter indicates that the recommendations are to be selected

in accordance with all available application domains in the database are not

specified, generating the first list of recommendations in accordance with all

available application domains of the plurality in the database.

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9.   (Original) The method of claim 8, wherein generating the first list of recommendations comprises:

   if the first list of recommendations is less than or equal to a predefined minimum number of items, returning the first list of recommendations; and

   if the first list of recommendations is greater than the predefined minimum number of items, improving the first list of recommendations in accordance with correlation values and the set of predefined parameters.

10.   (Original) The method of claim 9, wherein improving the first list of recommendations comprises:

   forming a second list of recommendations from items of the first list of recommendations having a correlation value at or above a predefined threshold;

   if the second list of recommendations is less than or equal to the predefined minimum number of items, selecting a third list of recommendations comprising the minimum number of items prioritized according to correlation value from items of the first list of recommendations and returning the third list of recommendations; and

   if the second list of recommendations is greater than the predefined minimum number of items, improving the second list of recommendations in accordance with the correlation values and the set of predefined parameters.

11.   (Currently Amended) The method of claim 10, wherein improving the second list of recommendations comprises:

   if the second list of recommendations is less than or equal to a predefined maximum number of items, returning the second list of recommendations; and

   if the second list of recommendations generated is greater than the predefined maximum number of items, further improving the second list of recommendations in accordance with the ~~predefined~~ source domain[[s]] ~~parameter in the request~~.

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12.   (Currently Amended) The method of claim 11, wherein the step of further improving the
       second list of recommendations comprises:
       separating the second list of recommendations into a plurality of groups by application
              domain in accordance with the predefined source domain[[s]] parameter and a
              respective application domain parameter associated with each recommendation;
       (a) traversing each group one at a time, selecting a recommendation from the group, the
              selected recommendation having the highest correlation value relative to other
              recommendations in the group to form a fourth list of recommendations;
       (b) repeating step (a) until the fourth list of recommendations equal to the predefined
              maximum number of items; and
       returning the fourth list of recommendations.

13.   (Currently Amended) The method of claim 1 further comprising:
       receiving, by the at least one computer, a request for recommending personalized items;
              and
       generating, by the at least one computer, personalized recommendations in accordance
              with the at least one correlation between the at least two user events in the
              database.

14.   (Currently Amended) The method of claim 13, wherein generating the personalized
       recommendations comprises:
       validating the request, wherein the request includes a set of predefined parameters, the set
              of predefined parameters including a predefined threshold;
       retrieving a first list of items the user shown preference from the database, wherein each
              item has a correlation value greater than or equal to the [[a]] predefined threshold;
       (a) creating a set of recommendations of similar items for each item the user has shown
              preference;
       (b) storing the set of recommendations of similar items into a first list of
              recommendations; and

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(c) repeating steps (a) and (b) until all members of the first list of items are traversed; and

refining the first list of recommendations in accordance with the correlation values and the [[a]] set of predefined parameters.

15.   (Currently Amended) The method of claim 14, wherein refining the first list of recommendations comprises:

if the first list of recommendations is less than or equal to a [[the]] predefined minimum number of items, the predefined minimum being specified by a parameter in the set of predefined parameters, returning the first list of recommendations; and

if the first list of recommendations is greater than the predefined minimum number of items, improving the first list of recommendations in accordance with the correlation values and the set of predefined parameters.

16.   (Currently Amended) The method of claim 15, wherein improving the first list of recommendations comprises:

forming a second list of recommendations from items of the first list of recommendations having a correlation value at or above the [[a]] predefined threshold;

if the second list of recommendations is less than or equal to the predefined minimum number of items, selecting a third list of recommendations comprising the minimum number of items prioritized according to correlation value from items of the first list of recommendations and returning the third list of recommendations;

if the second list of recommendations is greater than the predefined minimum number of items, improving the second list of recommendations in accordance with the correlation values and the set of predefined parameters.

17.   (Currently Amended) The method of claim 16, wherein improving the second list of recommendations comprises:

if the second list of recommendations is less than or equal to a predefined maximum number of items, returning the second list of recommendations; and

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if the second list of recommendations generated is greater than the predefined maximum

number of items, further improving the second list of recommendations in

accordance with a the predefined source domain[[s]] parameter included in the

request set of predefined parameters, the source domain parameter indicating

which of the plurality of different application domains to select recommendations.

18.   (Currently Amended) The method of claim 17, wherein the step of further improving

comprises:

separating the second list of recommendations into a plurality of groups by application

domain in accordance with the predefined source domain[[s]] parameter and a

respective application domain parameter associated with each recommendation;

(a) traversing each group one at a time, selecting a recommendation from the group, the

selected recommendation having the highest correlation value relative to other

recommendations in the group to form a fourth list of recommendations;

(b) repeating step (a) until the fourth list of recommendations equal to the predefined

maximum number of items; and

returning the fourth list of recommendations.

19.   (Currently Amended) A system comprising:

a plurality of domain servers for handling user events via the Internet;

a database for storing the user events of a first and a second user; and

a recommendation engine including one or more computer programs containing

instructions for:

collecting the user events of the first and the second user across a plurality of

different application domains in the database, wherein each of the user

events is at least in part defined by one or more user event parameters, the

one or more user event parameters comprising an application domain

parameter identifying one of the different application domains generating

the user event, and wherein the event parameters are automatically

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updated;

receiving a triggering event for recommendation, each of the recommendations

being associated with at least one of the different application domains of

the plurality and the triggering event having associated information

indicating one or more of the different application domains of the

plurality;

analyzing the user events to formulate at least one correlation between at least two

user events in the database, wherein the at least two user events are from at

least two of the different application domains of the plurality of domains;

and

generating recommendations in response to the triggering event in accordance

with the application domain of each respective recommendation, the

information associated with the triggering event and the at least one

correlation between the at least two user events in the database.

20.   (Currently Amended) The system of claim 19, wherein the instructions for collecting
user events comprise instructions for:
receiving a user event from the plurality of the different application domains;
validating the user event parameters in accordance with a predetermined set of rules;
if the user event fails to meet one of the predetermined set of rules, rejecting the user; and
if the user event meets the predetermined set of rules, storing the user event in the
database.

21.   (Original) The system of claim 20, wherein the instructions for validating a particular
user event parameter comprise instructions for:
if the particular user event parameter exists in the database, continue validating another
user event parameter until all user event parameters are validated; and
if the particular user event parameter does not exist in the database, checking whether a
predefined dynamic updating configuration corresponding to the particular user

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event parameter is enabled;

if the dynamic updating configuration corresponding to the particular user event

parameter is enabled, adding the particular user event parameter to the database;

and

if the dynamic updating configuration corresponding to the particular user event

parameter is not enabled, rejecting the user event.

22.   (Currently Amended) The system of claim 20, wherein the instructions for validating the

user event parameters comprise instructions for:

validating the user event application domain;

validating the user event type;

validating the user event value;

validating the user event item; and

validating the user identifier.

23.   (Original) The system of claim 19, wherein the instructions for analyzing the user events

comprise instructions for:

applying a collaborative filter on the user events to compute correlation values between

the user events; and

storing the correlation values in a similarity database.

24.   (Previously Presented) The system of claim 19, the computer programs of the

recommendation engine further comprising instructions for:

receiving a request for recommending similar items; and

generating recommendations of similar items in accordance with the at least one

correlation between the at least two user events in the database.

25.   (Original) The system of claim 24 further comprising instructions for generating

recommendations of similar items in accordance with a priority scheme.

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26.   (Original) The system of claim 24, wherein the instructions for generating

recommendations of similar items comprise instructions for:

validating the request, wherein the request includes a set of predefined parameters, the set

of predefined parameters including a source domain parameter indicating which

of the plurality of different application domains to select recommendations;

if source domain[[s]] parameter indicates that the recommendations are to be selected

from fewer than all of the plurality of application domains are specified,

generating a first list of recommendations in accordance with the at least one of

the plurality of different application source domains specified by the source

domain parameter; and

if the source domain[[s]] parameter indicates that the recommendations are to be selected

in accordance with all available application domains in the database are not

specified, generating the first list of recommendations in accordance with all

available application domains of the plurality in the database.

27.   (Original) The system of claim 26, wherein the instructions for generating the first list of

recommendations comprise instructions for:

if the first list of recommendations is less than or equal to a predefined minimum number

of items, returning the first list of recommendations; and

if the first list of recommendations is greater than the predefined minimum number of

items, improving the first list of recommendations in accordance with correlation

values and the set of predefined parameters.

28.   (Original) The system of claim 27, wherein the instructions for improving the first list of

recommendations comprise instructions for:

forming a second list of recommendations from items of the first list of recommendations

having a correlation value above a predefined threshold;

if the second list of recommendations is less than or equal to the predefined minimum

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number of items, selecting a third list of recommendations comprising the

minimum number of items prioritized according to correlation value from items of

the first list of recommendations and returning the third list of recommendations;

if the second list of recommendations is greater than the predefined minimum number of

items, improving the second list of recommendations in accordance with the

correlation values and the set of predefined parameters.

29.   (Currently Amended) The system of claim 28, wherein the instructions for improving the
second list of recommendations comprise instructions for:

if the second list of recommendations is less than or equal to a predefined maximum

number of items, returning the second list of recommendations; and

if the second list of recommendations generated is greater than the predefined maximum

number of items, further improving the second list of recommendations in

accordance with the predefined source domain[[s]] parameter in the database.

30.   (Currently Amended) The system of claim 29, wherein the instructions for further
improving the second list of recommendations comprise instructions for:

separating the second list of recommendations into a plurality of groups by application

domain in accordance with the predefined source domain[[s]] parameter and a

respective application domain parameter associated with each recommendation;

(a) traversing each group one at a time, selecting a recommendation from the group, the

selected recommendation having the highest correlation value relative to other

recommendations in the group to form a fourth list of recommendations;

(b) repeating step (a) until the fourth list of recommendations equal to the predefined

maximum number of items; and

returning the fourth list of recommendations.

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31.   (Previously Presented) The system of claim 19, the computer programs of the
        recommendation engine further comprising instructions for:
        receiving a request for recommending personalized items; and
        generating personalized recommendations in accordance with the at least one correlation
                between the at least two user events in the database.

32.   (Currently Amended) The system of claim 31, wherein the instructions for generating the
        personalized recommendations comprise instructions for:
        validating the request, wherein the request includes a set of predefined parameters, the set
                of predefined parameters including a predefined threshold;
        retrieving a first list of items the user has shown preference from the database,
        wherein each item has a correlation value greater than or equal to the [[a]] predefined
                threshold;
        (a) creating a set of recommendations of similar items for each item the user has shown
                preference;
        (b) storing the set of recommendations of similar items into a first list of
                recommendations; and
        (c) repeating steps (a) and (b) until all members of the first list of items are traversed;
        and
        refining the first list of recommendations in accordance with the correlation values and
                the [[a]] set of predefined parameters.

33.   (Currently Amended) The system of claim 32, wherein instructions for refining the first
        list of recommendations comprise instructions for:
        if the first list of recommendations is less than or equal to a [[the]] predefined minimum
                number of items, the predefined minimum being specified by a parameter in the
                set of predefined parameters, returning the first list of recommendations; and
        if the first list of recommendations is greater than the predefined minimum number of
                items, improving the first list of recommendations in accordance with the

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correlation values and the set of predefined parameters.

34.   (Currently Amended) The system of claim 33, wherein instructions for improving the
first list of recommendations comprise instructions for:

forming a second list of recommendations from items of the first list of recommendations
having a correlation value above the [[a]] predefined threshold;

if the second list of recommendations is less than or equal to the predefined minimum
number of items, selecting a third list of recommendations comprising the
minimum number of items prioritized according to correlation value from items of
the first list of recommendations and returning the third list of recommendations;

if the second list of recommendations is greater than the predefined minimum number of
items, improving the second list of recommendations in accordance with the
correlation values and the set of predefined parameters.

35.   (Currently Amended) The system of claim 34, wherein instructions for improving the
second list of recommendations comprise instructions for:

if the second list of recommendations is less than or equal to a predefined maximum
number of items, returning the second list of recommendations; and

if the second list of recommendations generated is greater than the predefined maximum
number of items, further improving the second list of recommendations in
accordance with a the predefined source domain[[s]] parameter included in the
request set of predefined parameters, the source domain parameter indicating
which of the plurality of different application domains to select recommendations.

36.   (Currently Amended) The system of claim 35, wherein the instructions for further
improving comprise instructions for:

separating the second list of recommendations into a plurality of groups by application
domain in accordance with the predefined source domain[[s]] parameter and a
respective application domain parameter associated with each recommendation;

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(a) traversing each group one at a time, selecting a recommendation from the group, the

selected recommendation having the highest correlation value relative to other

recommendations in the group to form a fourth list of recommendations;

(b) repeating step (a) until the fourth list of recommendations equal to the predefined

maximum number of items; and

returning the fourth list of recommendations.

37.   (Currently Amended) A computer program product, comprising a storage medium

tangibly storing computer programs for executing by one or more computer systems, the

computer program comprising:

a recommendation module for generating recommendations across multiple product or

service domains, wherein the recommendation module is used in conjunction with

at least a processing unit, a user interface, and a database, and the

recommendation module includes one or more computer programs containing

instructions for:

collecting user events of a first and a second user across a plurality of different

application domains in the database, wherein each of the user events is at

least in part defined by one or more user event parameters, the one or more

user event parameters comprising an application domain parameter

identifying one of the different application domains generating the user

event, and wherein the event parameters are automatically updated;

receiving a triggering event for recommendations, each of the recommendations

being associated with at least one of the different application domains of

the plurality and the triggering event having associated information

indicating one or more of the different application domains of the

plurality;

analyzing the user events to formulate at least one correlation between at least two

user events in the database, wherein the at least two user events are from at

least two of the different application domains of the plurality of domains;

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and

generating recommendations in response to the triggering event in accordance

with the application domain of each respective recommendation, the

information associated with the triggering event and the at least one

correlation between the at least two user events in the database.

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REMARKS

Claims 1-37 are pending in the present application, of which Claims 1, 19 and 37 are the independent claims. Claims 1, 2, 4, 6-8, 11-20, 22, 26, 29, 30 and 32-37 are being amended. The amendments are supported by the application, including the claims, as originally filed, and including without limitation ¶¶ 24-34, 35-46 and 47-53, and Figures 1, 2B, 3 and 4. Reconsideration and reexamination are respectfully requested.

Claims 1, 2, 13-15, 19, 20, 31-33 and 37 are rejected under 35 U.S.C. § 102(b) as allegedly being anticipated by U.S. Patent No. 6,236,978 (Tuzhilin).

By way of some background and without limitation, in accordance with at least one embodiment, user events are generated from multiple application domains such as and without limitation shopping, news, movies, and other domains. A database 114 stores events, e.g., reading an article about skateboarding, rating a skateboarding movie, writing a review of the skateboarding movie, purchasing a skateboarding article, etc. By way of some further non-limiting background, each event stored in the database has associated information to identify the user, item, event type, and the application domain that generated the event. An item in the database, which may be identified as a recommendation, has an associated application domain, e.g., a skateboarding movie is identified in a user event generated by a movies application domain. Information associated with a triggering event for recommendations indicates which of the application domains, e.g., shopping, news, movies, to select recommendations. The information associated with the triggering event indicates which of the plurality of different application domains to select recommendations, e.g., indicating that recommendations are to be selected from certain of the application domains, which can be less than all of the application domains, or all of the application domains.

Claim 1 recites, *inter alia*, collecting user events of a first and a second user across a plurality of different application domains, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one or the different application domains generating the user event, receiving a triggering event for recommendations, each of the recommendations

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being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality, analyzing the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two of the different application domains of the plurality, and generating recommendations in response to the triggering event in accordance with application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database. The Applicant submits that Tuzhilin at least fails to disclose at least these elements of amended claim 1.

Tuzhilin focuses on compressing similar rules into a smaller number of aggregated rules that can be used with a personal shopping assistant and a personal intelligent digital assistant; an aggregated rule is generated by compressing an individual user's rules into one or more aggregated rules, which are then reviewed for selection by a human expert, and only the individual rules that correspond to the aggregated rules selected by the human expert are retained for the individual user. (See Tuzhilin, abstract and col. 2, lines 23-40.) While Tuzhilin may describe collecting data from different domains, such as "credit card transactions, airline reservations and Web site visit transactions," Tuzhilin fails to disclose collecting user events, where each user event is defined by one or more user event parameters, including an application domain parameter identifying the application domains generating the user event. Tuzhilin further fails to disclose receiving a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality, and further fails to disclose generating the recommendations in accordance with the application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database. In contrast to the claimed subject matter, Tuzhilin describes compressing only individual rules that are "similar" into aggregated rules and using rules retained for the user to generate recommendations.

In further contrast to the recited features of claim 1, Tuzhilin describes aggregating

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similar rules from the same domain to form aggregate rules. Specifically, Tuzhilin states "system[s] and method[s] according to the present invention facilitate[] compressing individual rules into 'aggregated' rules." (Tuzhilin, column 4, lines 59-61.) "[S]everal of the individual rules that are similar (generally pertaining to different users) can be compressed into one aggregated rule pertaining to the same subject matter that can be applicable to several users." *(Id.,* column 5, lines 32-36.) (Emphasis added.) Tuzhilin discloses that "similar rules should have the same number of terms, the same fields C_{ij} ... ," where "C_1, C_2, ... C_n identify a particular transaction (e.g., date of transaction, time of transaction, amount spent, location of the transaction, etc.). (Tuzhilin, column 6, lines 1-2 and column 4, lines 7-9.) Thus, in contrast to "formulat[ing] at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two different domains," as required by claim 1, Tuzhilin describes compressing rules relating to the same transaction type into aggregated rules.

For example, Tuzhilin describes compressing rules stating that if someone is shopping in the evening on a weekday and purchases diapers, then the person also purchases beer. *(Id.,* column 5, lines 36-45.) Tuzhilin discloses that if "it is known that most of the users corresponding to this rule are males, then these rules can be compressed into the aggregated rule" that states if the user is a male and shopping in the evening on a weekday and buys diapers, then the user purchases beer. *(Id.,* column 5, lines 40-45.) Thus, Tuzhilin discloses aggregating rules from the same domain (e.g., shopping domain), but fails to disclose formulating correlations between user events from different domains, as required by claim 1.

As such, Applicants submit that Tuzhilin fails to disclose collecting user events of a first and a second user across a plurality of different application domains, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one or the different application domains generating the user event, receiving a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality, analyzing the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two

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user events are from at least two of the different application domains of the plurality, and generating recommendations in response to the triggering event in accordance with application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database, as required by claim 1. Emphasis added.)

Applicants have amended claims 19 and 37 to include features similar to claim 1, and are allowable over Tuzhilin for at least similar reasons. Accordingly, Applicants request the rejections for claims 1, 19 and 37 (and all claims depending there from) be withdrawn and the claims allowed.

Claims 3-12, 16-18, 21-30 and 34-36 are rejected under U.S.C. § 103(a) over Tuzhilin in view of U.S. PGPub. No. 2002/0010625 (Smith). Claims 3-12, 16-18, 21-30 and 34-36 depend from claims 1, 19 and 37, which are allowable over Tuzhilin for at least the reasons stated above. Smith fails to cure the identified deficiencies of Tuzhilin, nor is it alleged to. As such, claims 3-12, 16-18, 21-30 and 34-36 are allowable for at least depending on an allowable independent claim. Accordingly, Applicant requests the rejections be withdrawn and the claims allowed.

In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

Should matters remain which the Examiner believes could be resolved in a telephone interview, the Examiner is requested to telephone the Applicant's undersigned attorney. Alternatively, since it is believed that the claims of the present application are in condition for allowance, the Examiner is respectfully requested to issue a Notice of Allowance at the Examiner's earliest convenience.

The Applicant's attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

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Amendment With RCE

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

Date: August 18, 2010   /jjdecarlo/_____
                                         James J. DeCarlo
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